



**VEKO**

**40 magazine**

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Lürssen Werft GmbH, D-Lemwerder • Frans Maas, Schiphol-Rijk • Fruitmasters, Geldermalsen • Gakon, Wateringen • Gamma, B-Aalst • Gamma, B-Arlon • Gamma, B-Diest • Gamma, B-Hoboken • Gamma, B-Leuven • Gamma, B-Sint Niklaas • Gamma, Heerlen • Gamma, Kerkrade • Gamma, Oud Beijerland • Gamma, Sittard • GC Hahn & Co, D-Lübeck • GE Security, Weert • Gebouw 56, Nw Milligen • Geloti, Tilburg • Generaal, Amsterdam • Geodis Vitesse • Gielissen, Amsterdam • Giesbers Wijchen Bouw, Wijchen • GKSS Forschungszentrum, D-Geesthacht • Greenery, Bleiswijk • Greenery, Kapelle • Greenpack • Greuter, Alkmaar • Großhandelszentrale für Autoteile, D-Berlijn • Grote Sportzaal, Budel • GVB, Amsterdam • H.J. Heinz, Utrecht • Habufa, Tholen • Hakto, Emmeloord • Hallen, Venlo • Haluco • Harbers Trucks o.a. Apeldoorn • Hartman, Sexbierum • Havep, Goirle • Hazeldonk, Breda • Heembloemex, Rijnsburg • Heineken, Drachten • Heineken, Oss • Hema DC, Utrecht • Hendrickx Transport, B-Westerlo • Henk vd Scheur, Apeldoorn • Henkel & Gerlach, D-Stuhr • Hess ACC Systems, Enschede • Hessenatie, B-Boom • Heuveltrans Tiel • Hilverda de Boer, Aalsmeer • Hilverda, Aalsmeer • Hilvertshof, Hilversum • HIS, Groningen • Hitachi, Waardenburg • Home Deco Denter, Zwolle • Hoog, Waddinxveen • Hoogenboom Youngplants, De Kwakel • Hordijk, Zaandam • Hormann, B-Tongeren • HTM Den Haag • Hubo, B-Wallonie • Huisman Transport, Druuten • ICS, Dordrecht • IGO Post, Helmond • IKEA, Amersfoort • IKEA, Amsterdam ZO • IKEA, Delft • IKEA, Groningen • IKEA, Haarlem • IKEA, Heerlen • IKEA, Oosterhout • Impress, Deventer • Imtech, Goes • Infracor GmbH, D-Marl • Inter Forrest terminal, Pernis • Interboat, Zwartsluis • Interbosch, Alkmaar • InterChikken, Bodegraven • Intra tuin Nijkerk • Jan de Rooy Transport, Waalwijk • Jan Denul, B-Aalst • Jan Linders, Nieuw Bergen • Janssen, Eindhoven • Javado, Naaldwijk • JDR Smart Solutions • Jong, Groot Ammers • Jong/Erno's hal, Zwaagdijk • JP Medical, Oss • Jumbo DC, Veghel • Kaasgoed, Nieuw Vennepe • Kaffee Lagerei, D-Hamburg • Kampstaal, Emmeloord • Kantoor op maat, Hoorn • kantoorgebouw ANP, Rijswijk • Kappa, B-Hoogstraten • Karwei, Alphen a/d Rijn • Karwei, Harderwijk • Karwei, Someren • Kees Smit Tuinmeubelen, Almelo • Kennis Campus Drenthe, Emmen • Kennis Transport, Waalwijk • Ketelaarskampweg, Den Bosch • Kiestra Lab Automation, Drachten • Kinzo, Ede • Klein Brabant, B-Puurs • Klimaatcel, Heemskerk • KLM Logistiek Centrum, Oude Meer • Koninklijke Tichelaar, Makkum • Koolstra, Ede • Korsnas, Zwaag • KPN Cybercenter, Aalsmeer • Kraaiven, Tilburg • Kruidvat DC

## Preface

*“Schagen is a beautiful place: both city allure and small village charm can be found here, and residents perceive the living working environment as very pleasant. Veko is an important player in this. Not only does Veko generate a living for many families in the region, also people with varying educational backgrounds are employed by Veko. I regularly run into employees of Veko. And when they say: ‘I work at Veko’, it sounds not just like: ‘I have a job somewhere.’ No, it sounds more proud.*

*This pride is often seen within companies that have carefully been built by a family of entrepreneurs, not seldomly down-to-earth, hard workers, deeply rooted in local society. The Veldboer family has always cherished the community, amongst others by sponsoring several cultural- and sports clubs. This is an additional contribution of Veko to the fine quality of life in Schagen.*

*Yet, ultimately the location of a company is not that important. An excellent product and full confidence in it, that is what matters. In good times and bad times, Veko has always had the power to keep both feet on the ground. Moreover, even to grow internationally. The interest coming from for instance Eastern European countries in these sustainable light lines from The Netherlands is remarkable. This is what I call high quality entrepreneurship: continuously innovating yourself with hard work, while keeping the basic product undisputed standing. Veko, for instance, always sticks to working with aluminium. But has recently introduced a new lease plan for industrial lighting: now that is innovative and contemporary. No wonder Veko proudly celebrates its 40th anniversary with employees, customers and the surroundings. It is a good moment to reflect on.*

*Being the mayor of Schagen, I am proud to have such a company within the town. I therefore sincerely congratulate Veko with this milestone. I wish Veko a very long and beautiful future ahead.”*



Marjan van Kampen,  
Mayor of Schagen





**“A lot of inspiration came at the kitchen table”**

## Pioneers in industrial lighting



In 1975 installer Nic Veldboer founded Veko Lightsystems. He strongly believed that lighting for large spaces could be delivered prefab (thus faster and cheaper). Although a lot has changed within Veko ever since, this customer-oriented philosophy from the very beginning is still first priority at all times. Son Menno, now Managing Director, grew up within Veko.

“As a kid, we were always doing chores within in the factory. We inserted wires, cut brackets and so on. The only thing we weren’t allowed, was going near the sawing machine. In those days, Veko looked very different than it does nowadays. There was only a small office, and the factory was huge, with long lightline tables, dozens of employees and lots of activity.”

### Customer-oriented philosophy

His father Nic was a ‘street fighter’. A true entrepreneur, for whom excellence was the only option. He was convinced that a customer-oriented philosophy was the key to success. Menno Veldboer: “My father was always breeding on time and cost savings for assembly and service. Quite often, we would sit at the kitchen table during our weekends with drawing paper, to work out just another solution. This is how we came up with dynamic lighting. Or multiple groups in a single flat cable, in 1996. Our customer Albert Heijn requested central emergency lighting and tended to select another supplier. In the evening we figured out this solution. The next day we got the assignment”, Menno recalls.

Menno started his career as a worker in the factory, followed by Administrator and Sales Representative: “At that time with two Salesmen we had an annual turnover of 1.2 million Dutch guilders. We typed our packing slips and invoices ourselves.” For four years Menno has been Managing Director now. He is somewhat more commercial than his father was: “My father was a little more laid back. He had a huge technical understanding and therefore has paved a very strong business base. Together we came up with plans to expand the business further, also internationally. That is my goal.”

### Pioneering is in the blood

Pioneering is still running through Veko’s blood. Nowadays, Veko is active in many European countries, including Germany, Belgium, Czech and Slovakian Republics, Poland, Spain, Ukraine, Switzerland and Great Britain. Technology never stands still. “Lighting switches are ongoing being improved and LED takes an enormous flight. Six years ago, my father was not too convinced about LED, but today we can by no means ignore it. There is an increasing demand for a complete package: not only factory lighting, but also office lights for instance. So that is what we are going to offer.”

Menno enjoys his job every single day. “We now have over hundred employees and a pool of temporary workers. The team is great. Developing and delivering creative and customized solutions really is a joint effort. There is a huge drive and that spirit gives me lots of energy.”

What will Veko be like in another forty years? “We are then the largest industrial lighting manufacturer in Europe, we have a second production plant somewhere in central Europe and are represented in more parts in the world. And I hope that one of my children is running the company then”, Menno Veldboer concludes.



# Look up!

Over the past 40 years more than 3,6 million line lights have left the Veko factory in Schagen. Representing about 16,200 kilometres of lighting. This is comparable to the diameter of the earth! In the meantime Veko products can be found in 26 countries worldwide. Where precisely? Just look up. It is in more places than you may expect ...



## Nostalgia

The clubhouse of the Scouting Association of Schagen was one of the first buildings ever to be equipped with Veko lights. Almost forty years ago, this was a great project for Veko to show what it was able to. Most projects nowadays are of quite a different size.

Yet, Veko certainly does not forget its past projects: in 2015 Veko assisted Scouting Schagen in the renovation of their clubhouse, by installing new lights. The Scouting is shining as ever!



## International

The name Veko Lightsystems International says it all. Leaving the factory in Schagen, Veko products travel the world. From Belgium to Czech Republic, from Spain to Israel, from Germany to Curaçao. Many international companies know to find Veko and purchase our lighting products for various sites across various countries.



## Ideal partner

*"For our warehouses and distribution centres we at Goodman have relied on the lightsystems of Veko for many years now. We have experienced that Veko, because of the high quality, efficiency and cost-effectiveness of its system, is an ideal partner for us and our customers."*

Dirk Mölter,  
Goodman Germany GmbH



## Assembly

*"The Veko assembly team has installed new line lighting in the enormous premises of Wehkamp.nl at an impressive speed. Without significantly disturbing the other activities."*

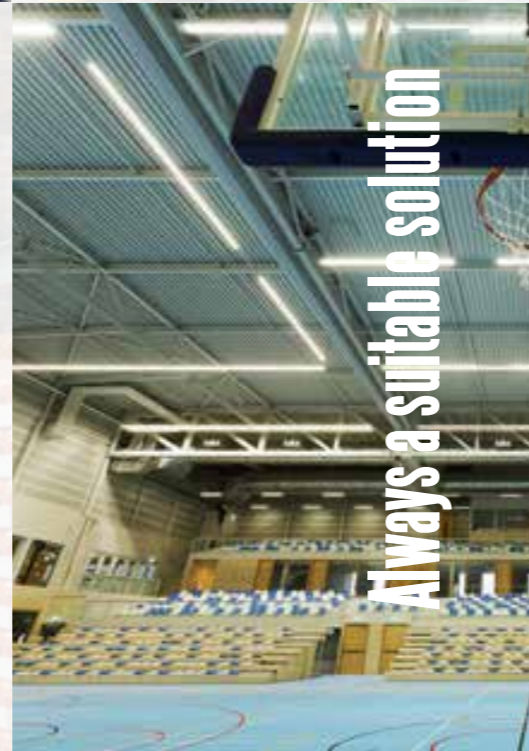
Marcel Kok,  
Senior Engineer at Installer Van Loon  
Elektrotechniek, Beveiligingen &  
Telecommunicatie.  
The Netherlands



## Good advice and quality

*"Veko lighting has been our preferred choice for more than ten years now. For the wholesaler Hansen Dranken in Linne (The Netherlands), we have chosen LED. Not just because Veko provided us with excellent advice throughout the process, but also because their deep-radiating LED luminaires optimally disperse the light over the high aisles from top to bottom."*

Peter Puts,  
Director of Puts Elektro BV,  
The Netherlands



## Always a suitable solution

*"Veko has supplied a total of more than 1,000 LED luminaires in various versions for the huge sports facilities 'Sportcomplex Willem Alexander' in Hoofddorp, near Amsterdam. A ready-made solution was fit for each space."*

Jeroen Wissel,  
Project Manager at TES for  
Sports complex Willem Alexander,  
The Netherlands



## Customized

*"We developed a paint dock for, amongst others, the Airbus A320 in Germany. A special designed luminaire type of Veko satisfied the lighting requirements precisely. In addition, the luminaires have a flat cover, which makes them easy to clean. A beautiful end result thanks to a good cooperation."*

Remco ter Horst,  
General Sales Manager of  
scaffold manufacturer Custers  
Hydraulics BV, Venray,  
The Netherlands

## Facts and Figures

Over the past 40 years,  
3,600,000 light lines  
have left the factory.

**In 1975, 52 of the current employees were not born yet.**

**In total, 16,200 kilometres of line lighting was manufactured over the years.  
This length equals the diameter of the earth.**

Veko has over 100 employees.

7 of them are employed in Germany.

In The Netherlands 12,600 kilometres of Veko lighting is installed.  
1,500 kilometres in Belgium and 2,100 kilometres in the rest of the world.

**A LED luminaire by Veko saves 50% to 90% energy annually.**

40% of (commercial) properties in  
the Netherlands are fitted with  
Veko light lines.

Veko annually saves up to 25,000 packing boxes by using recycled packaging  
material. This saves a stunning amount of 100 trees a year.

In as many as 26 countries worldwide  
Veko lightsystems can be found.

The guarantee Veko gives on its products with complete  
maintenance is on a contract basis 5 years  
or 50,000 operational hours.

**The average age of Veko employees is 33 years.**

In 40 years, Veko has delivered  
more than 1 million motion detectors.

**This year, just like Veko, 2 employees celebrate their 40th birthday.**

The mechanics annually drive 240,000 kilometres  
to projects and back.

**23% of the employees are women.**

Veko broke a record at a German location. Line lighting there was installed  
in a building at no less than 26 meters height.



# Collaboration

**"A perfect continuation of our collaboration"**

## Ambitious generations at work

**A job advertisement in a Belgian newspaper, now nearly forty years ago, led to the introduction of Roger Van Stappen in Veko. Being a sales representative, he was ready for a new adventure and the Veko product appealed to him as worthwhile selling.**

He applied at Nic Veldboer and an extraordinary collaboration was born. The two men got along fine: together they have built a solid foundation for the international player Veko nowadays is.

### Next generation takes the lead

However, both men could not have foreseen that their sons would be in charge of Veko Lightsystems International and Veko Lightsystems Belgium, four decades later. "It was not my intention to take over my father's business", says Steve, Roger Van Stappen's son. "I was a student who was heading towards another career. To earn some money, I started making lighting calculations for my father in the evenings. That is how it started."

Menno, son of Nic Veldboer, grew up with the company and has participated in it since childhood. "Just like Steve I at one point started to make lighting calculations. I did this to really get to know the company and its products. And Mr. Van Stappen was the one who also taught me how to calculate."

### Forties with ambition

One thing led to another: Steve became increasingly important in the company, and hasn't left anymore. In 1998,



he took over Veko Lightsystems Belgium. Menno became Managing Director of Veko Lightsystems International four years ago. The cooperation was perfectly continued from one generation to the next.

According to Steve, the key to this success formula lies in the fact that the two generations by chance have had the same ambition at the same point in their lives. "Two ambitious forties are simply more likely to get along than a twenty-something with a sixties. This has strengthened our mutual success. Just like it happened to our fathers forty years ago as early thirties. They were convinced to be successful together, and they were right!"

*"Early November 1975 there was a big party in Schagen, I remember it just like yesterday. Nic and Truus Veldboer celebrated their 12,5 year wedding anniversary. It was a great party with a bunch of guests, a delicious buffet and a fanfare playing in the middle of the hall. That exact day I had started with Veko Belgium. A great mutual trust and respect has in the meantime led to an ongoing cooperation, even after forty years. Nic Veldboer has developed incredible technical products and gave himself for at least 200%, both in the Netherlands and Belgium. Unfortunately, Nic and Truus are no longer among us, but we remember them very regularly in our conversations.*

Roger Van Stappen,  
Former director Veko Lightsystems Belgium



**"We are strengthening each other's success"**

# The '70's in retrospective

The sixties of the last century could be referred to as turbulent. How about the decade when Veko was founded: the seventies?

Those were the days of brown, purple and orange coloured living rooms. Handmade coffee was replaced by filter brewed coffee and colour TV slowly became prevalent. Supermarkets introduced the barcode. Regular streetwear consisted of bell-bottomed jeans. Meatloaf, Earth Wind & Fire and The Three Degrees dominated the music scene and in cinemas everyone shivered at Oscar winner Jaws. The oil crisis suffered its peak, and the worldwide unemployment grew. Although many companies had to close down, others were founded. For example the US software company Microsoft of Bill Gates and Paul Allen. **And Veko.**



## From Veko to Veko Lightsystems International BV

Veko was officially founded on August 8, 1975. Together with his wife Truus Veldboer Korver, Nic Veldboer had started with manufacturing line lights from a warehouse in Heerhugowaard, just south of Schagen, back in 1972. The name Veko was simply derived from their surnames: Ve (Veldboer) and Ko (Korver). In building his products, Nic Veldboer was very critical about saving installation time and materials. In those days, this was a very progressive thought, as installers were on the contrary always trying to sell as many working hours as possible.

Mr. Veldboer took it even a step further by preferring aluminium for his profiles rather than the commonly used steel. Installed aluminium profiles appeared to hang way more neat than steel profiles. Even after many years. Furthermore, the far better temperature management led to an amazing lifetime extension of the copper flat wire. Could Nic Veldboer have foreseen just exactly how amazingly future-proof this decision was? Because now, 40 years later, the systems he invented then are still very easily being converted into modern LED. The profiles hang intact, and only the luminaires are replaced. Thanks to the aluminium basis, both converted and new Veko LED lightsystems operate excellent, even at temperatures of up to 35 degrees Celsius (which is easily reached in summer at the roof in every ordinary business space).

Throughout the years, Veko has continuously improved and improved its lighting. Saving assembly time has always stayed a top priority. For example, Veko has developed a cable duct on its aluminium profile, and Veko was the first supplier to standard provide profiles with 7-wire cabling. Additionally, Veko is the only supplier to have obtained the DEKRA certification for two lighting groups in one cable: a great example of progressive engineering.

From the very start, Veko has always delivered its products virtually unpacked, because Nic Veldboer wanted to limit waste as much as possible. With this sustainable vision, he was richly ahead of his time.



1976 - Line lighting and cable duct in one system.



1978 - Efficient and safe. The first platform in the Netherlands was imported from the US by Veko.



1975 - Aluminium linear lighting prefab assembled.



1995 - Line lighting standard equipped with 7 x 2.5 mm<sup>2</sup> flat cable.

1998 - Line lighting with two groups in once cable received DEKRA certification.

2007 Line lighting with LED.



2010 - Line lighting with LED emergency lighting.



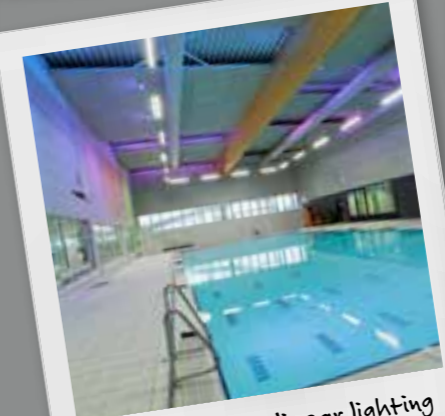
2012 - Narrow-beam LED line lighting with more than 35% savings compared to T5.



2009 Dynamic Lighting.



2013 Decentralised emergency lighting integrated into luminaires.



2014 - IP65 LED linear lighting available.



2013 - Constant Light Output programmed in LED luminaires.



2015 - Motion detectors MD-O and MD-L with daylight control and sound detection.

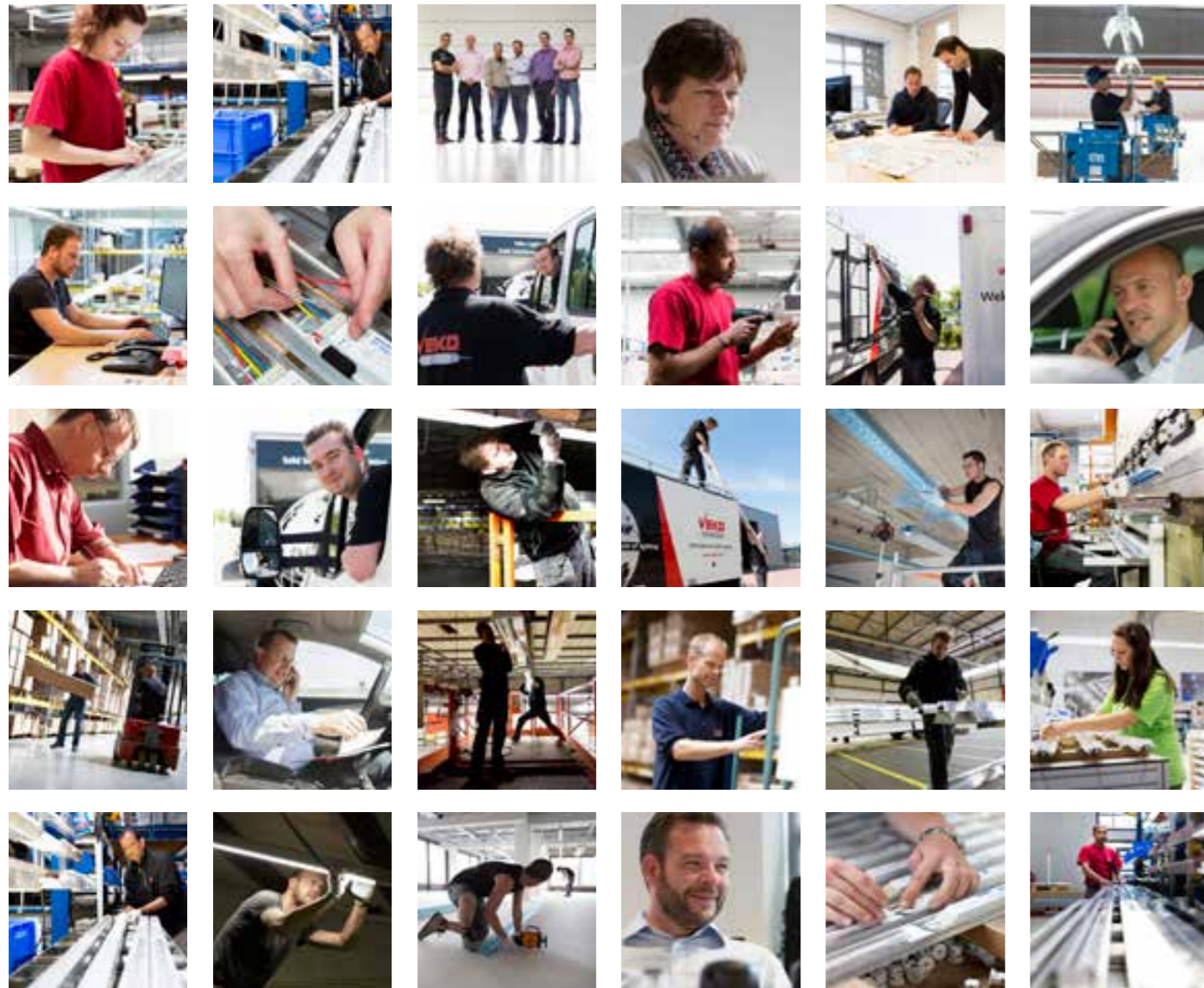


## We gladly hire people who are open and reliable

Of course: back then salaries were paid in Dutch guilders and nowadays in Euros. Furthermore, the automation could not be stopped and constantly changed the content of the work. It still does. But the informal culture and the mutual respect within Veko is first hand.

### “Every employee matters”

“Every employee matters”, Head of Finance and Human Resources Ria Slijkerman briefly states about culture within Veko. Working for Veko may best be characterized as working in an informal culture with great mutual respect and involvement of all staff members. “When recruiting employees, we always select people with an open and trustworthy attitude towards life. Once employed, we take good care of them as well. That’s what Nic Veldboer always did and his son Menno has taken this over. It is the main reason why people enjoy working for Veko so much and why discharge rates are so low. I myself have been here since 1979: this no-nonsense culture suits me too.”



“Every day again, I enjoy doing this”



## Veko's success is huge in Germany

Thomas Lehmkuhl, Key Account Manager at Veko in Germany: “Three years ago, I was introduced to Veko at an exhibition and knew at once that this was the company and the product I wanted to work for. My motto is: ‘Don’t think, just do it’, so I did everything in my power to get a job in the German team. And I succeeded!

At first I was somewhat tensed: working as a German guy for a Dutch company. What could I expect? But it worked out perfectly: it truly turned out to be the best step in my career so far. As Veko has only been active in Germany for a couple of years now, our sales team here in Germany is still young. This offers us many challenges. We are building in a new market, a new office and a new and growing team. And yet, we can rely on forty years of technical experience and a very strong product. Even though our office in Duisburg is getting bigger and more structured, we are still exploring with a lot of freedom and room for own ideas. Now Veko’s success in Germany is amazing. Everyday again, I enjoy doing this.”



# How Veko became Veko Light Systems International



The global team in a row!  
All international sales and agents of Veko together.

Once a local service representative, now an international market leader in aluminium lighting systems. Once a small warehouse, now a head office and production location in Schagen, sales offices in Gorinchem, Duisburg, Madrid and Birmingham and agents in different European countries. Once new line lighting for the local Scouting, now LED luminaires in Dubai. That, in a nutshell, is the story of Veko Lightsystems International BV. Over the past forty years, the company has evolved into an international company.



## GERMANY and AUSTRIA Mario Hopp

In a few years' time the German sales team has expanded to seven employees, based in the Duisburg office, Germany. "This is our basis, from where we promote and sell Veko products throughout Germany and Austria", Mario Hopp says. He is Sales Manager and in charge of the German team. "Our team works very hard and successfully: a number of wonderful projects have already been completed. But this is also thanks to the great support we get from our colleagues in Holland."



## BELGIUM and FRANCE Steve Van Stappen

Veko Lightsystems Belgium is an independent agency and market leader in Belgium. With a growth of no less than 50%, Veko Belgium can look back at a very satisfactory previous year. The team, consisting of seven staff members, has also become active in France. "The market there is very different from the one in Belgium," Steve Van Stappen discovered. "Although we are neighbouring countries, for instance, there are different technical standards. A nice challenge for us!"



## GREAT BRITAIN Dennis Boonstra

"In Great Britain, a great new challenge awaits us," says Dennis Boonstra. After having held various positions within Veko for the last seventeen years, he is now becoming Managing Director of Veko Lightsystems Ltd. and he is settling overseas. "The market is good. It is a large, industrial country with lots of activities. So, I see a lot of opportunities in Great Britain. It is my challenge to overcome the conservative nature of the British, but I have full confidence that this will work with our company and unique products!"



## SPAIN John Duijm

In Spain, John Duijm has been active as an agent selling Veko products for three years now. "Veko products are certainly something else in the market. Veko has built a solid basis in Spain, causing many customers to have become 'good friends'." John especially praises the efficient approach in projects and the relatively young Veko team. "Together, we have recently completed one of the most memorable projects: in only six days, a team of three Veko technicians replaced 3,300 metres of line lighting in the largest distribution centre in the area of Barcelona. This was a last minute project for the Goodman Group. The customer was very impressed, and so was I."



Veko also has agencies in:

- Switzerland
- Slovakia / Czech Republic
- Ukraine / Poland
- United Arab Emirates



## Two generations Facing one challenge

We are talking to two generations of employees. Ton van Kleef (63) has been Operational Manager for two years now. He was already working for the company that became Veko in 1975. His colleague, Lisanne van Tol (24) wasn't even born back then. Ton van Kleef refers to Veko as 'his first love'. Lisanne van Tol wouldn't go that far, but is nevertheless a proud employee.



Ton van Kleef is responsible for all manufacturing activities within Veko. Four decades ago, he began his career as an electrician at Veldboer Elektro, the forerunner of Veko. "Veko's main characteristic since day one has been that it never stands still," says Ton. "Nic Veldboer was always looking for progress. We used to work with all the latest tools and techniques. We did everything we could to save the customer time and costs. This efficiency for instance led to us being the first company in the Netherlands to work with a platform, imported from the United States."

### Focussed and alert

The Operational Department is divided into eight divisions: LED, Fluorescent Units, Sawing, Reflectors, Mechanical, Light lines, Warehousing and Transport. Each with its own task. "To produce efficiently, meaning the best quality in the shortest time, we must stay focussed and work together. Every action we take, effects the end-product for the customer."

"That is specifically the case in my department", says Lisanne. She is team leader of the LED department, consisting of the 'LED girls'. "Our young team consist of ladies only. The manufacturing of LED units is a typical female job, because of the preciseness. We work hard and conscientiously through the challenges we face each day. No order is the same, so for us, no day is the same. That's what makes our job so interesting. When we've finished a challenging order, we are collectively proud!"

### Stay alert. Always.

Listening to Lisanne makes Ton smile: "We are proud, that is for sure, but from time to time we must really stay secure and alert as well. That's what new challenges require." Lisanne nods affirmatively: "Focus is our top priority. That's what I like so much about this job."

"Highest quality,  
lowest delivery time"

# LED'S go Veko

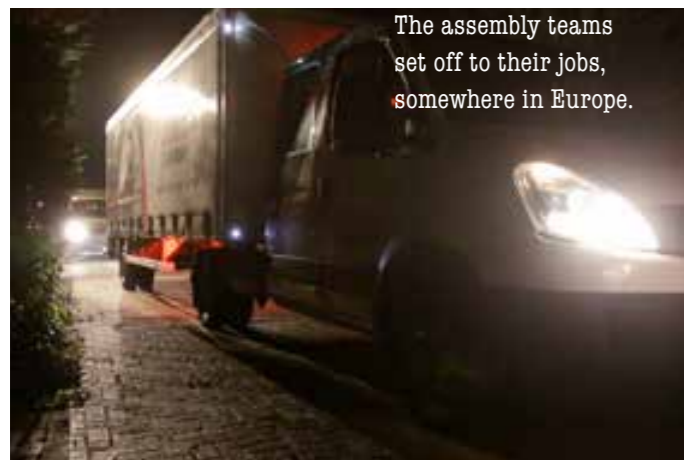
# A day at Veko

There is a whole Veko world in between -and beyond- the handling of a first telephone call from a customer till the mounting of a light line... And each of the over hundred Veko employees fulfils its own role in it. Although no day is the same for Veko, a rough description of what 'a Veko day' may look like can be given...



**5.30 a.m.**

The assembly teams set off to their jobs, somewhere in Europe.



**7.00 a.m.**

The manufacturing staff reboots the machines to start producing light lines.

**8.00 a.m.**

At the office the computers are started and first emails are sent.



**8.30 a.m.**

The ladies and gentlemen at the reception, back office and ICT make sure that everything behind the scenes runs smoothly.



**10.00 a.m.**

The Account Managers visit customers in The Netherlands and abroad. They inform clients about Veko products, arrange test sets, record projects and visit end results.



**11.30 a.m.**

In various sales locations, Calculators support the Account Managers and foreign agents by carrying out (light) calculations for the customer.



**01:30 p.m.**

The R&D department conducts various product tests and product development activities.

**03:00 p.m.**

The sales office in Gorinchem is the basis for Calculators and Account Managers in the southern part of The Netherlands.



**01:00 p.m.**

The Planning Department ensures that the manufacturing- and mounting processes run smoothly. By following project specifications, the Procurer makes sure that various required materials are delivered in time.



**04:00 p.m.**

One assembly team is ready: they renovated the entire lighting of a sports facility in one day. The other teams clean up to continue tomorrow. The team in Germany will stay overnight in a hotel.

**05:30 p.m.**

At the warehouse, the last truck is loaded for tomorrow morning. Another day is yet to come!

## Future proof with intelligent lighting

Industrial Designer Jelmer von Mauw is Head of the Developing Team at Veko. In this team, on a daily base designers work on developing, testing and implementing the latest industrial lighting products. Jelmer van Mauw has absolutely no doubts about the future of lighting: "Intelligent lighting: that is the future."



Intelligent lighting at home is booming. With only one touchscreen, the lights in an entire house can be controlled. Lights can be dimmed to the desired level, per room. The energy consumption is constantly transparent, so focused adjustments can be made in order to save. Moreover, the colour intensity can be adjusted according to the biorhythm of the residents. Actually, intelligent industrial lighting does exactly the same in commercial premises. And Veko is leading in these developments.

### Intelligence ever more obvious

Now that industrial LED lighting is booming (it held more than half of Veko's manufactured products in the last year), intelligence is becoming more obvious. Jelmer von Mauw's team is therefore constantly monitoring the latest developments: "We can now program literally each luminaire separately with drivers, creating exactly the lighting that the customer wishes. But it goes further. We can more and more adapt entire projects to customers wishes. Not so long ago fluorescent tubes had fixed values, such as 80 watts and a lifetime of three years. Now customers can require that the LED lighting must be exactly 68 watts and should last for ten years. Or that lighting in aisle X may be completely downshifted when no one is there, whilst in aisle Y it must keep burning at 10%."

So, Veko works very focused in the entire chain to deliver the perfect system for each client. "In addition, the system provides reliable, realtime information about energy consumption, burning hours and where defects are", says Jelmer.

Lighting, in short, no longer just hangs at the ceiling of a production location or warehouse. It is an increasingly important tool for cost control and job satisfaction. "The right light in the right colour affects productivity. An interesting fact for companies to discover."

"Each luminaire  
does exactly what the  
customer wants"

# future

# Confidence from the start

'A partnership built on trust, openness and loyalty provides shared rewards.' It is Veko's rationale in entering into partnerships with its suppliers.

"A good cooperation with suppliers gives companies a competitive advantage in the market," says buyer Michaël de Moel. "Especially within Veko, where we not only run production, but are also engaged in new product developments or improving our current product range. Thanks to the contribution of suppliers in the field of for example product design, the use of new technology, quality improvement or costs reductions, we can continue to think big and innovate."

## Weinzierl

"The collaboration between Veko and Weinzierl has traditionally focused on quality and a solution-based way of working. Together we work efficiently on innovative and sustainable tailored products. That characterizes our partnership and we are happy to continue it for at least another 25 years."

John Weinzierl,  
Managing Director Weinzierl

## Draka Kabel BV

"Our partnership has grown over the years. Availability and (just) in time deliveries to match the production process are the important issues in this. Veko highly values this cooperation and is conquering the world with its hands-on mentality, good quality, innovation and fast mounting. We are proud to contribute to this success."

Klees Verkuil,  
Purchase Director  
Netherlands Draka Kabel BV

## OSRAM Benelux BV

"We would describe the collaboration between Veko and OSRAM as a partnership in which both parties get the opportunity to learn from each other and develop joint products. This does not just positively affect Veko or OSRAM, but in the longer term multiple parties benefit. A collaboration which we are proud of."

Hans Stalenhoef,  
Senior Account Manager, OSRAM

## BOAL Profiles

"Our mutual companies are experts in their field and have developed an optimal match between production and logistics. Direct communications and good relationships between the involved departments add up to a very pleasant cooperation. We are looking forward to join Veko in the next forty years!"

Ronald Boers,  
Owner/CEO BOAL Group

## Essentra Extrusion

"In 1976, I got introduced to Nic Veldboer. A straightforward man of direct contacts. Qualities that fit us well. In 2015, our cooperation with Veko is still running smooth. We are proud to have a customer like Veko. Our long-term relationship of over 36 years says everything about our strong partnership. We will do everything in our power to continue doing business with Veko."

Han Schootstra,  
Managing Director Essentra

# Technicians about Veko

## “From fluorescent tubes to smart solutions”

Forty years ago Veko was one of the most durable, progressive companies of its time. And it is still innovative as ever. But what does innovation look like nowadays? A conversation between Product Manager John Peters and Developer Richard Grootveld of Veko.

**John:** “From permanently burning fluorescent tubes to dynamically controlled LED. That is the last forty years in a nutshell. Where the massive leap lies in the recent years, with all the developments in circuits.”

**Richard:** “Subsequently developments went to radio frequency, T8, T5, LED daylight controlled and presence detection. Personally, I am especially involved in lighting technology. Working out the best optical solution for a customer. We used to mainly apply reflectors, but lately I’m particularly working with lenses.”

**John:** “The new base profile to fit several flat cables was a beautiful innovation. But the transition from fluorescent to LED, was the most revolutionary to me. Veko was truly the first in the market. It was an unforgettable step towards the new lighting, and it is certainly not the last.”

**Richard:** “I’ve been working here since almost two years, so I wasn’t there yet when that happened. But I find it fascinating that Veko in the early days procured the lamps and now produces light sources itself.”

**John:** “Not to mention the intelligent switching in order to work customized with prefab projects: speaking of innovative. This is something that really distinguishes Veko from other suppliers. Customisation is our standard.”

**Richard:** “True, it’s the only way for us. There are so many more light sources than just daylight and factory lighting. We want to offer the ideal lighting solution for each factory, sports hall, garage or refrigerator space. It is no longer sufficient to just be inventive: it involves a different way of thinking. That’s what makes our job extremely challenging.”

**John:** “The additional challenge for a Product Manager is the price. We provide European fabricated, high end products for a very competitive price.”

“Customisation is our standard. That’s how we work”

“Working out the best optic solution for the customer”



# innovation



# On the road

**"We have grown rapidly in recent years, despite the crisis"**

**"Wonderful product to sell"**

**'A guy who would sell lamps to light a factory'. That shortly typifies Veko Salesmen. Every day they are on the road to promote the top quality light products. Export Manager, Dennis Boonstra, and Account Manager for southern Netherlands, Rudy Boogers, are speaking.**

"Veko sells the high end line lighting. Our lighting technology, profiles and assembly are simply of top quality", Dennis says. "Especially because of the customized products we create, and the short delivery- and installation times", colleague Rudy agrees, "there's not much to add for a salesman."

Both men have grown to their current position. Dennis started out as a Mechanic and Rudy was a Calculator before. Both are now part of the Veko Sales department. Rudy is responsible for accounts in the Dutch provinces of Brabant and Zeeland, whilst Dennis concentrated his activities in the export and is now focussing more and more at the British market. They both seem to enjoy their job enormously. Why is that?

#### 40 years young

Dennis: "Veko may well be forty years now, it is still a dynamic, innovative and young company. In the past years we have grown significantly because of this, despite the economic crisis. Veko never stopped developing new products and getting its international network expanded. Nowadays, we sell innovative and sustainable products, and we continue to grow. Can you imagine any reason why not to want to work here?"

Rudy agrees: "Successes, big or small, are always memorised. For instance with a delicious pastry for all employees, nobody excluded. After all, everyone here contributes to a project. We are all one team, wherever you're located."



**Rudy:** "As a Veko salesman, I travel a lot. To sports centres, refrigerated warehouses, distribution halls, you name it. Wherever I find myself, the first thing I do is looking up and wonder what lights would fit here best and generate the most savings as well. This was also the case at Vos Logistics in Oss, the Netherlands. A new sustainable distribution centre, completely built according to BREEAM standards. Because of their choice for Veko LED lighting, they now save nearly 96 kWh a day. A project to be proud of."

**"Successes are always celebrated"**



**Dennis:** "Some projects deserve a special frame. To me that was Sports complex Willem Alexander in Hoofddorp, near Amsterdam. The variety of spaces, such as a swimming pool, sports hall and catering space, made it very special and challenging. This can also be said for the Ahold distribution centres in the Netherlands, where we renovated all the lighting in only three months. At the famous flower auction, FloraHolland, in Aalsmeer, we even replaced the line lighting with the auction going on!"



issan, Amsterdam • Airbus Hamburg • Blokker, Geldermalsen • HEMA, Utrecht • Echt • Wehkamp, Zwolle • Bol.com, Waalwijk •  
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 uchthaven Zaventem • KPN Nederland • Leen Bakker • Pearl Opticiens • Amazon Tsjechië • Hugo Boss Hannover • EDCO Deurne • Ahold  
 Aalbers, Renswoude • Abbott, Zwolle • ABX, B-Rekkem • ACPC, B-Kallo • Action DC, Zwaagdijk-oost • Action, Zwaagdijk • Aerospace  
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 DPD, Berkel en Rodenrijs • DSV, Moerdijk • DSV-Volvo, B-Gent • Edelcactus, Amstelveen • Empatec, Franeker • Enercon, D-Aurich •  
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 FACQ, B-Alleur • Fed-Ex, Veldhoven • Ferm, Zwolle • Ferney Group, Heerhugowaard • Fertigwarenlager WIPAK, D-Bomlitz • Fitco,  
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 leer • Koninklijke Tichelaar, Makkum • Koolstra, Ede • Korsnas, Zwaag • KPN Cybercenter, Aalsmeer • Kraaiven, Tilburg • Kruidvat DC

# VEKO



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## Contact data

Veko Lightsystems International BV  
 Witte Paal 38  
 1742 NL Schagen  
 The Netherlands  
 +31 (0)224 273 273

info@veko.com  
 www.veko.com

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Veko Lightsystems. Solid Solutions. Smart Lighting.

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